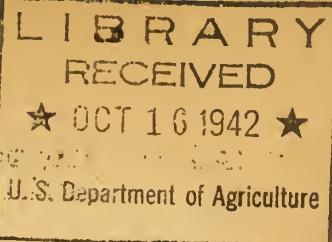


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UNITED STATES DEPARTMENT OF AGRICULTURE
Director of Information
Washington



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October 12, 1942

OFFICE OF INFORMATION MEMORANDUM NO. 43

Compliance by the Department of Agriculture with OWI Regulation No. 2 on Radio

OWI Regulation No 2 became effective October first. In reviewing with OWI the application of this regulation to Department of Agriculture radio program services the following interpretations were approved:

Section A -- New Radio Programs Proposed by Headquarters of Government Agencies

This defines procedure for OWI clearance of plans for all new programs initiated from Washington by the Department or any of its agencies whether one-time or series, network or single-station, transcribed or live.

It involves no change in the present system for clearance of plans for new Department network programs....through the Office of Information.

It does involve a change in plans for making and distributing transcriptions. Before transcriptions are made (either for a single broadcast or a series) the plans and script must be cleared with OWI. Before making transcriptions all Department agencies should discuss their plans with Wallace Kadderly, Chief of the Department's Radio Service, and supply him with two copies of all proposed scripts. He will arrange for the necessary OWI clearance.

Paragraph 6 of Section A specifies that all radio scripts and transcriptions prepared by the Department in Washington will be distributed by OWI unless otherwise approved by the Chief of the Radio Bureau of OWI. This does not affect distribution of present script services from the Department such as Homemakers' Chats, Farm Flashs, AMA news for use by AMA food reporters, and FSA's Special Edition for use by supervisors in preparing local press and radio releases. And it does not affect present methods of supplying market news to stations or networks. Whether USDA transcriptions will be distributed to stations by OWI or by field representatives of the Department agencies preparing the transcriptions will be determined case by case.

Instantaneous recordings of talks (or other information) by Department people in Washington for onetime broadcast on a single station at the request of the station in lieu of the personal appearance of the person, are not affected so far as distribution is concerned. The Department will send the transcription to the station, but the OWI Radio Bureau in Washington will clear the script. Therefore, Department agencies that prepare transcriptions of this type should send two copies of the script to Mr. Kadderly who will arrange for OWI clearance.

Section B -- Government Material Supplied by National Headquarters to
Established Radio Programs

This section applies primarily to network programs. It says (a) that if the Department or any of its agencies desires to make proposals to any established program (commercial or sustaining) for inclusion of official information in that program the proposal must first be cleared by OWI; and (b) all requests for collaboration by the Department or any of its agencies in development of or participation in single programs or series of programs shall be cleared with the Radio Bureau of OWI.

All such requests or proposals should be routed to Mr. Kadderly for presentation to OWI.

Exceptions: This does not apply to continuing services to stations or programs such as the weekly memorandum to farm program directors, the weekly Radio Round-Up on Food prepared by AMA, or information supplied to radio services of the press associations.

Section C -- Government Radio Programs Now on the Air, Produced by or
for National Headquarters

This applies to network programs such as National Farm and Home Hour and Consumer Time.

All scripts for such programs are to be cleared with the Radio Bureau of OWI....with certain exceptions to be worked out on the basis of experience.

Whitney Tharin, assistant director of Information handles OWI clearance of talks by Secretary Wickard and other policy-making officials of the Department, under Regulation No. 1. The additional clearances covered under this section of Regulation No. 2, will be handled by Mr. Kadderly.

Section D -- Radio Activities of Government Field Offices

This section specifies that "Government radio material placed on local stations by or for the field offices of the several agencies will be cleared through the field offices of OWI".

The intent of this part of the regulation is spelled out in the attached letter sent to all radio station managers by William B. Lewis, Chief of the OWI Radio Bureau, under date of September 29.

This section also specifies that "all instructions sent by the national headquarters of the Government agencies to all field offices regarding the use of radio will be submitted for clearance to the OWI Radio Bureau". This is intended to cover suggestions or directions from USIA Agencies to their field offices that will result in requests for station time in addition to time already allocated to the Department or its agencies; or that have to do with special "campaigns" or "drives" related to the war program. Such suggestions or directions should be submitted to Mr. Kadderly for OWI clearance before being sent to the field.

A case in point is a memorandum to State War Boards carrying suggestions for contacting Army Public Relations Officers for scheduling Army-War Board broadcasts emphasizing the importance of food in the war.

Paragraph 2 of Section D says:

"Proposals originating with field offices for new regional or national network programs or proposals for the inclusion of official material in established regional or national network programs, commercial or sustaining, will be submitted to the information headquarters of the agency concerned for clearance with the Radio Bureau, OWI."

The information headquarters of Department agencies will relay such proposals to Mr. Kadderly for clearance with OWI.

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Thorne Schipley

Attachment

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OFFICE OF WAR INFORMATION
WASHINGTON

September 29, 1942

To: Radio Station Managers

From: William B. Lewis, Radio Chief,
Office of War Information

A number of questions have been raised concerning OWI Regulation #2 - questions relating particularly to the operation of clearance of programs prepared and presented by the field staffs of the various Government agencies.

There are one or two basic implications of this order which, I think, will make clear the manner in which this regulation is intended to operate.

First of all, we do not want to impede any of the efficient and useful connections which have already been established between the field offices of the various Government agencies and your station. I see no reason, for example, for clearance by this office of every piece of material put on local stations through the field offices of the Department of Agriculture. After all, the material coming from the Department of Agriculture has long and successfully been used by farm programs and home economics programs and deals with material which the Department of Agriculture alone among the Government agencies is competent to prepare and distribute.

However, on all new proposals for local station or regional programs from any Government agency, the proposal itself and those scripts which deal in any way with the war effort should be cleared through the regional office of the OWI before being presented on your station. Within the next few days you will receive a letter from the OWI Regional contact in your territory suggesting procedures.

Fundamentally, the purpose of this new regulation is to assure an adequate treatment of all war information problems without giving any single problem or single agency undue emphasis. The regional OWI officers are constantly meeting the problems of the regions in which they work and they also are receiving directives from Washington on problems that the Government feels need emphasis at any given period. These men, therefore, will be of great assistance to you in determining which subjects need emphasis, and when.

It is our hope that this regional control of all locally originated programs will solve many of the problems now facing the local stations.

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